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MESSAGE FROM THE HON'BLE VICE CHANCELLOR

It is a great pleasure that a Newsletter is being brought out by the Centre for Management Studies. I am confident that CMS Gazette will succeed in establishing the latest updates, achievements and information in and around the centre, as a regular channel of communication with the outside world. I am sure that the Young students will embrace this newsletter with a new zeal in furthering the vision of changing

the world through their views and articles in all the upcoming issues. I hope this newsletter will also help the alumni stay connected with their alma mater, so that they can contribute to the growth and achievements of the institute.

My best wishes and congratulations for the successful publication of the 'CMS Gazette'

-With best regards.



Prof. Alak Kr. Buragohain, Hon'ble Vice Chancellor, Dibrugarh University

FROM THE CHAIRPERSON'S DESK



Prof. Ajanta B. Rajkonwar, Chairperson, Centre for Management Studies & Dean, School of Commerce and Management Science

Through the lines of this newsletter, the editor has woven a wonderful tapestry around the activities, the times and the beliefs of the entire team at the Centre for Management Studies, Dibrugarh University.

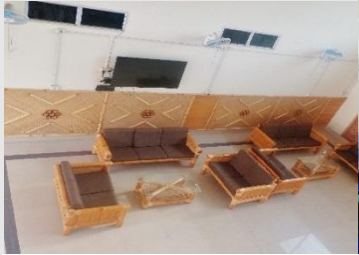
-With best wishes.

**The Centre for Management for Management Studies(CMS)
Dibrugarh University**

In 2003, the Centre for Management Studies was established in Dibrugarh University with a vision to promote management education for fulfilment of Industry requirements in the Easternmost part of India. CMS offers MBA, BBA, PGDTM and Ph.D. in Management discipline. MBA(full-time) Dual Major specializations are offered in: Finance/Marketing/Human Resources /Systems/Small Business and Entrepreneurship Development/Tourism, Hospitality and Event Management; BBA specialization is offered in Finance/Marketing/Digital Marketing/Human Resources/Management of Insurance Business/Hospital & Health Care/Tourism & Travel.



CMS:An insight



CMS Lobby



CMS Computer Lab



CMS Conference Room cum Smart Classroom



CMS Learning & Information Resources Unit



Rhapsody 2017



From left: Prof. Alak Kr. Buragohain(Hon'ble Vice Chancellor-DU); Prof. Ajanta B. Rajkonwar (Chairperson, CMS, DU); Prof. S. S. Sarkar(Key Note speaker) during Sanmilan 2016



Mr. Ranjan Kumar Das during World Tourism Day

ANNUAL EVENTS

Rhapsody

An annual sensitization event for IT paradigms in Management. The 2017 theme being "Innovative disruptions". The 2016 edition of Rhapsody featured Mr. Satyakam Dutta, Asst. Commissioner (Income Tax), Dibrugarh and Mr. Pramesh Agarwal, CA delivering talks on e-taxation.

Sanmilan

A corporate-academia interface organized every year for a thought provoking brainstorm on frontiers of education and industry needs. The 2016 version of the programme themed "GST-Ease

of doing business in India" was a dominant event of the year 2016. Coordinator Mrs. Brishni Borkotoky Asst. Professor-CMS(DU)

Alumni Meet

Samannay-the Alumni association for CMS organized the 12th alumni meet on 20th November, 2016. "Expose 2016"-publishing alumni thoughts, was unveiled in the occasion.

CMS Foundation Day

The 15th foundation day for the Centre for Management Studies was observed on 3rd February, 2017.



Alumni meet on 20th Nov. 2016.

**Blood Donation Camp
15th Foundation Day of CMSDU**

You don't have to be a doctor to save lives.



Just donate blood.

Do you know that just a pint of blood can save up to 3 lives? Donating blood is safe. It's painless, simple, and noble.

University Health Centre | February 3, 2017 | 10 AM
Organized with the support of SANMILAN, the CMSDU Alumni Association

Blood Donation camp organized during Foundation Day for CMS in 2017

ANNUAL CELEBRATIONS

World Tourism Day

The Centre observed the World Tourism Day on 27thSeptember, 2016 in continuum to previous years, with an intriguing talk on *Birding and Nature Tourism* by Mr. Ranjan Kumar Das (Lecturer and renowned Wild Life Photographer).

Susasan Divas

As a part of the celebration of Susasan Divas, a sensitization drive was carried out for 4th grade community of DU towards mobile banking with *99#. Led by Mr. Rajpol Bharadwaj, a team from CMS went on a 3 day spree with this motive from 29th to 31st December 2016.

Productivity Week

The Centre participated in the Productivity week celebrations of 2017 by organizing activities to promote the theme "From Waste to Profits through Reduce, Recycle, Reuse"

ACTIVITY ARENA

MDP

2016: 2-day MDP was organized by CMS on **22nd and 23rd of December, 2016**, on the topic "*Leadership Development for Mid-Career Professionals and its Significance in a Modern Business Organisational Context*"

Resource persons: Shri. Alok Mehta, HR Consultant; Dr. Bhupati Kumar Das, Professor Emeritus of Dibrugarh University; Prof. Alak Kumar Buragohain, the Hon'ble Vice Chancellor of Dibrugarh University. Coordinator: Dr. Pratim Barua (Associate Prof., CMS)

National Seminar

2017: CMS organized a national seminar on "Demonetization and Indian

Economy" from **27-28th February.**

Resource persons:

Prof. Atul Sarma, former Vice Chancellor (Rajiv Gandhi University) and Chairman (OKDISCD); Prof. Memcha Loithongbam (Manipur University); Prof. Nixon (Mizoram University).

Coordinator: Mr. Nishant Thard (Assistant Prof., CMS)

FDP

The Centre in collaboration with ICA Edu Skills Pvt. Ltd. had organized an exclusive one day Faculty Development Programme/Workshop for the benefit of the faculty members of Dibrugarh University on **6th March 2017** at Indira Miri Conference Hall.

Resource persons:

Industry experts and Chartered Accountants of ICA Edu Skills Pvt. Ltd.

Coordinator: Dr. Himadri Barman, (Assistant Professor, CMS)

CHAI project

A 15 day(**28th Mar-12th April 2017**) Entrepreneurship development programme was organized by CMS in collaboration with the Centre for Tea & Agro Studies-DU, for participants from various Tea Estates in Upper Assam.

Workshop on Logistics and Supply Chain Management

A training workshop was organized by IIM-C and MakeIntern in collaboration

with the Centre for Management Studies, Dibrugarh University for the first semester students of MBA (2017 batch) studying in CMS-DU.

Resource person

Mr. Kartik Mehta

Coordinator

Mr. Nishant Thard(Asst. Professor, CMS-DU)



Panel of Experts for National Seminar (From left: Prof. Deba Kr. Chakraborty, Prof. Memcha Loithongbam; Shri. Atul Sarma; Prof. Ajanta B. Rajkonwar; Prof. Elangbam Nixon Singh)

VISITORS TO THE CENTRE FOR MANAGEMENT STUDIES

From IIM-B

Prof. K. Kumar from IIM Bangalore, visited us on 3rd August 2016 for an interactive session with faculty members on Successful Family business management by

From Central Labour Service

Mr. Chiranjeev Saikia, Central Labour Service (CLS) officer visited the centre on 25th October 2016.

From Tezpur University

Prof. Subhrangshu Shekhar Sarkar, HoD (for

Commerce dept.), Tezpur University visited us on 30th January, 2017 for an interactive session with the MBA students on Life cycle costing, Target Costing, Activity Based Costing/Activity Based Management and Theory of Constraints.

From Kolkata University

Prof. S. Saha, Kolkata University visited CMS and delivered a talk on Research Methodology to the students of 2nd Semester MBA on 21.03.17 and 22.03.17.

Former Chairperson & MD of Bank of Maharashtra

Mr. Sukamal Chandra Basu, former Chairperson & MD, Bank of Maharashtra had visited the Centre for Management Studies-DU, delivered a talk on Business Sustainability, Financial Policy, E-Banking, Digital Banking and Financial Inclusion



Workshop on Logistics and Supply Chain



A glimpse from the CHAI project



*Faculty members of Centre for Management Studies.
Please visit www.cmsdu.org for more information.*

DE MENTORS

The Centre has been blessed with a balanced mix of experience and young blood. This factors in administrative strength coupled with efficient implementation of strategic plans.

Presently, The Centre is 15 member strong in terms of Faculty strength.

Three new members have joined the Centre in the period of reference:

Mr. Arshad Hussain – Operations

Dr. Parthajit Doley – Human Resources and Systems

Mrs. Rajashree Gogoi – Finance

RESEARCH AND PUBLICATIONS

The Centre has previously worked as a Consultation Agency for N. F Railway, District Administraton (Dibrugarh), Assam Gas Company Limited, only to mention a few.

Presently, an international project from UGC on Developing the

Techno Economic model on the Indo-US 21st Century Knowledge Initiative Programme is underway.

Dr.Aradhana Barthakur and Dr. Subhadeep Chakraborty (CMS-Facs) had presented individual papers in the All India

Commerce Conference held in Jaipur, Rajasthan.

Dr. Parthajit Doley, Mr. Arshad Hussain, Mr. Gautam Barthakur and Mrs. Rajashree Gogoi had attended and presented research papers in various seminars and conferences.

2016-17

Journal papers (National) : 6

Journal Papers (International):14

Seminar papers in 2017 :15

Books published: 1 (2016)

1 (2017)

AWARDS/RECOGNITIONS

Ph.Ds awarded

Mr. Subhadeep Chakraborty (Asst. Prof., CMS) was awarded with the degree of Ph.D.on 9th March, 2017 by Dibrugarh University on “Brand Preference of Consumers Towards Select Consumer Durables-A case Study of Tinsukia Town” under the guidance of Prof. Pranjal Bezborah, Dept. of Commerce, Dibrugarh University.

Mr. Parthajit Doley was awarded the degree of Ph.D. on 1st September, 2017 by Dibrugarh

University on “Standardized Multinational Advertising: A Framework For Determining Marketing Program Standardization” under the guidance of Dr. Mithun J. Sharma, Asst. Director (Academic), DoDL, Dibrugarh University and under the co-supervision of Prof. Pranjal Bezborah, Dept. of Commerce, Dibrugarh University.

Mr. Himadri Barman has been awarded the degree of Ph.D. on 23rd February 2017 by Assam University,

on “Effectiveness of Enterprise Resource Planning on Enterprise Productivity-A study of Refineries of Assam” under the supervision of Prof. Dibyajyoti Bhattacharjee, Dept. of Statistics, Assam University.

Faculty members invited as Resource persons

Manohari Devi Kanoi Girls College-Mrs.Brishni Borkotoky

NFIFWI, Jorhat division- Prof. Ajanta B. Rajkonwar

Assam Oil Division, Digboi- Prof. Ajanta B. Rajkonwar

RUSA (Rashtriya Uchchatar Siksha Abhiyan), Assam-Dr. Pratim Barua

Digboi Refinery-Dr. Suman Mahanta

Community Health and Alternative Incentives (CHAI)-Mr. Gautam Barthakur,, Mr. Arshad Hussain, Dr. Pathajit Doley.

Vishranta: The Guest House in DU- Mr. Chinmoy Chelleng & Dr. Pathajit Doley

INFRASTRUCTURE UPGRADES

INITIATIVES

Feedback system

The Centre runs a feedback cycle in every third week of every month to ensure accommodation of positive suggestions towards development of the Centre in terms of Teaching, Administration and related matters.

Tutorials & Remedials

As per directives of Dibrugarh University, conduct and record of tutorial and remedial classes have been mandated for greater understanding of

subject matter and to facilitate individual mentoring to slow learners.

Language Lab

The Centre has started the installation of a Language Lab aiming at interactive support to learning of different languages.

Smart Classroom

As mentioned under infrastructure a smart classroom has been installed at the Centre for video lectures and conferences, providing access to teaching resources across other

universities and corporates. A dedicated broadband service along with the National Knowledge Network (NKN) will allow smooth connectivity to distant lectures.

Digital Marketing introduced as specialization for BBA

The Centre has introduced Digital marketing as a specialization for the UG-BBA programme, effective from the academic year 2017.



Seminar Hall-L1

The Centre for Management Studies has come up as a renowned B-school in the easternmost part of the country.

Equipped with a resourceful computer lab, dedicated library(LIRU), Wi-Fi facility for students and enthusiastic faculty team, backup power station, seminar halls, and a conference hall, the Centre thrives to provide an excellent environment for

education, research and social upliftment.

Recent developments like an additional state-of-the-art air-conditioned seminar hall and installation of a smart classroom for long distance video conferences, is worth a mention here.

Establishment of a **language lab** is already underway, which is expected to be functional by the later part of 2018.

ADMINISTRATIVE EXCELLENCE

Centre for MAT Feb 2017

CMS has participated as a Centre for conducting of MAT February 2017.

Zonal offices at CMS

CMS has held and completed operations of the following zonal work:

1. 2nd & 4th Semester MBA Non-CBCS zone 2017
2. 1st, 2nd & Final year MBA-Part Time Zone 2017.
3. 2nd, 4th & 6th Semester BBA Zone 2017.

Training & Placement Cell

Highlighting a few recruiters from 2017 out-going batch:

- Pantaloons-3
- Bandhan Bank-18
- Bharti Airtel-3
- Aarohan Finance-4

CMS endeavors to grow further in the placement arena.

Dibrugarh University Accredited A by NAAC in 2017

Dibrugarh University has been accredited as a Grade A institution by NAAC in 2017. This is the result of an

excellent collaborative effort from all the centres and departments, administration, planning and construction, teaching and research contributions from Dibrugarh University.

Consistent Revenue generating Centre for Dibrugarh University

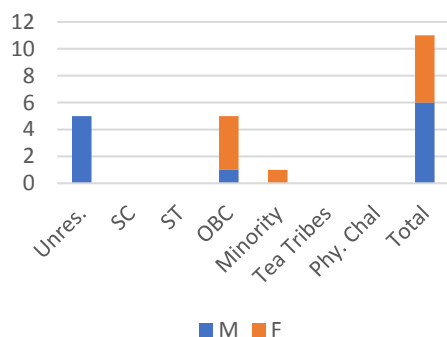
CMS proudly claims the consistent performance in revenue generation for DU.



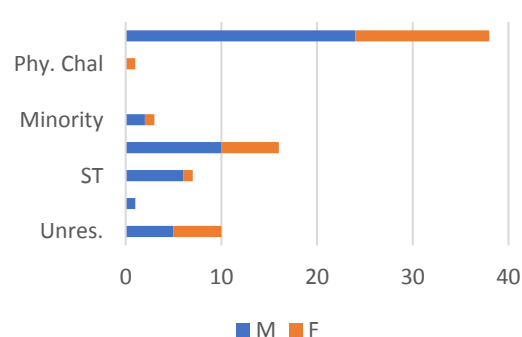
CMS Staff- From Upper left: Mr. Biswanath Rai (Gardener), Mr. Moon Rajkhowa (Official messenger), Mr. Rupam Kaushik Sharma (Office Assistant), Mr. Bhrigumoni Gogoi (Computer Lab Assistant). From Lower left: Mr. Pradip Balmiki (Hygiene Attendant), Mrs. Kalyani Chetia Gogoi (Office Assistant), Mr. Bijoy Chetia (Library Assistant)

STUDENT ADMISSIONS 2017

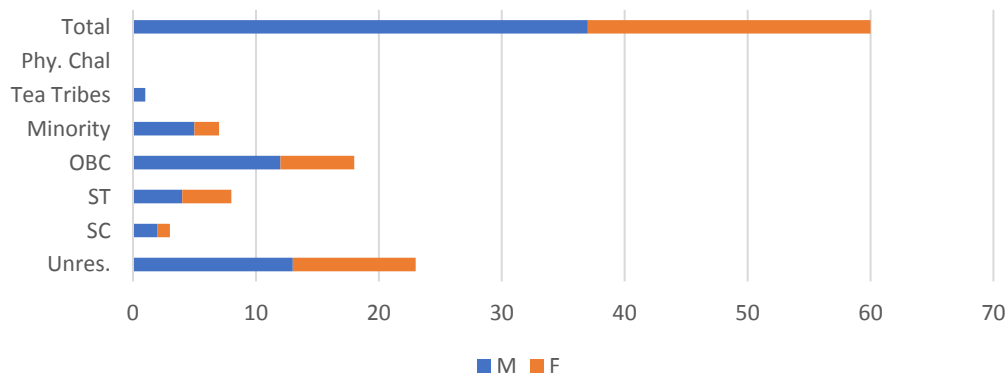
PGDTM 2017



BBA 2017



MBA_FT 2017



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We're on the Web!

See us at:
cmsdu.org

MISSION 2017-18

To enhance and sustain quality of education.

To grow in student employability.

To increase industry academia interface.

To promote startups and innovations in business.



CENTRE FOR MANAGEMENT STUDIES, DIBRUGARH UNIVERSITY

RECRUITERS FOR MBA_FULL-TIME BATCH 2015-17



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